



VIETNAM 50th COMMEMORATION
PLANNING GROUP
City Hall Council Chambers
vietnam50@milwaukieoregon.gov

ACTION NOTES

March 19, 2015, 4:00 p.m.

Present: Jerry Craig (Legion) Jim Austin (Clackamas County) Dave Aschenbrenner (CMI)
Linda Hedges (Legion) Tom Markgraff (9/11 Event) Susie Hix (Stehn's)
Patti Jay (Vet Center) Mitch Nieman (City) Mike Jorgenson (Veteran)
Mike Lueck (Legion) Scott Stauffer (City) Mike Miller (CMI)
Reni Nowling (Patriot Riders) Grady Wheeler (City)
Robert Ryan (Legion)

1. CALL TO ORDER: Mr. Lueck called the meeting to order at 4:09 p.m.

TriMet 9/11 Event

Mr. Markgraff and Mr. Nieman provided an overview of the similarities of The Moving Wall (TMW) and 9/11 First Responder events, and the group briefly discussed how to link and support both events.

- Mr. Craig offered the services of the American Legion (AL)

2. The Moving Wall Event

Operations: Public Relations, Promotions, and Marketing

Mr. Nieman and Mr. Wheeler reviewed the Pamplin Media and OregonLive/Oregonian media plans.

The group discussed other media outlets to contact including KBOO radio, Oregon Public Broadcasting (OPB) television and radio, Metro East Community Hotline in Gresham, and Willamette Falls Media Center (WFMC) in Oregon City.

- It was moved by Ms. Hedges and seconded by Mr. Miller to accept the Pamplin Media plan, the motion was adopted by a unanimous vote of the members present.

Mr. Nieman provided an update on planning for the parade and presented the group with four variations of the event poster designed by Gabe Storm.

- The group expressed their preference for the second poster from the left (see photo). It was suggested that preferred poster be brightened in coloring while maintaining the solemn effect of the wall.

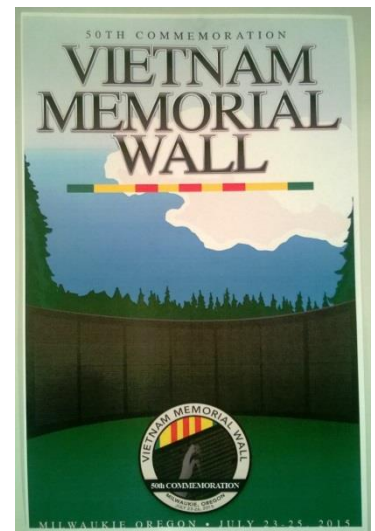
The group discussed possibly purchasing street banners to hang light posts along McLoughlin Blvd. Mr. Nieman agreed to follow-up with pricing on light banners.

Mr. Nieman reported that the City was still considering what promotional items to order and sell, and Mr. Craig suggested that Ms. Hedges and Mr. Nieman work together to coordinate that effort.

Mr. Stauffer provided a brief report on the list of Vietnam Casualties to be read throughout the four day weekend and he explained how the list helped to shape the daily schedule.

The group briefly discussed other known visits of a replica Vietnam Wall to the western United States.

Ms. Hedges reported that as of April 16, 2015, 32 volunteer forms had been received not including volunteers serving in command roles or parking coordination. She noted that there are 250 volunteer shifts needing to be filled.



Mr. Nieman noted that he would also be recruiting volunteers to help run the parade.

The group discussed recruiting, staging, and how to feed volunteers, and **Ms. Jay** said she would help recruit veteran volunteers.

Ms. Hedges confirmed that Milwaukie Floral will be providing trees to stage the area around the wall.

Mr. Miller reported that he had secured a hotel room at the Jantzen Beach Red Lion Hotel as a donation from the Mill End Store for The Moving Wall (TMW) driver(s).

Mr. Craig provided a brief budget report and noted the need to secure golf carts and porta-potties. He reported that of the original budget estimate of \$64,000, enough donated goods and services had been received to get the total cash cost down to \$23,500, of which he said \$22,000 had been raised-to-date, leaving a deficit of approximately \$1,500 still to be raised. He noted the need to continue to raise money beyond the \$23,500 in case of emergencies.

Mr. Craig and **Mr. Nieman** discussed the use of funds budgeted for the daily program. The group noted that the Pamplin Media buy would include the printing of an 8-page insert that will also serve as the daily program with the schedule and will be available around the wall.

3. Other Commemoration Events

Mr. Stauffer noted the upcoming Poppy Days Proclamation to be read by the Mayor at the May 5, 2015, City Council Regular Session with support from American Legion Post 180. He also introduced the idea of a Flag Day event on Sunday June 15, 2015, and asked for group input on that idea.

It was the group consensus that the Flag Day event was a good idea and **Mr. Craig** and **Mr. Lueck** noted ceremonies the Legion could help lead in coordination with a Boy Scout troop.

This is where Scott left the meeting... Mitch/Mike/Jerry... notes on action items following this point?

Next Meeting: **Thursday 5/21/2015 at 4 p.m. at American Legion Post 180**

FOLLOW-UP ITEMS:

- Grady Wheeler and Patti Jay – contact Metro East Community Hotline and WFMC
- Grady Wheeler to contact KBOO, OPB, and the Oregonian
- Mitch Nieman: McLoughlin Blvd light pole banner pricing
- Mitch Nieman and Linda Hedges: coordinate order of t-shirts and promotional items
- Patti Jay: recruit veteran volunteers
- Scott Stauffer: confirm Flag Day event time